

Appln No. 09/904,184
Amdt date September 22, 2006
Reply to Office action of March 23, 2006

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer implemented method for producing marketing materials for a retail establishment, comprising the computer implemented steps of:
receiving marketing material information from a corporate sponsor;
receiving marketing material information from a franchisor;
generating a marketing material completed design using the franchisor and corporate sponsor marketing material information;
transmitting the marketing material completed design to the franchisor and to the corporate sponsor for approval; and
transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving franchisor and corporate sponsor approval[.];
wherein generating the marketing material completed design using the corporate sponsor marketing material information further includes the computer implemented steps of:
presenting to the retail establishment the marketing material information; and
receiving from the retail establishment selected marketing material information, the selected marketing material information to be used to generate the marketing material completed design.
2. (Original) The method of claim 1, wherein the corporate sponsor marketing material further includes:
pre-approved promotional calendars;
special product offers;
design templates;
product images;
graphic elements; and
logos.

3. (Cancelled).
4. (Currently Amended) The method of claim [[3]] 1, wherein receiving from the retail establishment selected marketing material information further includes transmitting a marketing material design template to the retail establishment, the marketing material design template to assist the retail establishment in selecting marketing material information.
5. (Original) The method of claim 4, wherein the marketing material design template further includes positional information for specifying the location of graphic images and text within the marketing material completed design.
6. (Original) The method of claim 4, wherein the marketing material design template further includes a coupon design template.
7. (Original) The method of claim 6, wherein the coupon design template includes positional information for specifying the location of graphic images and text within a coupon.
8. (Original) The method of claim 1 wherein generating a marketing material completed design using the corporate sponsor marketing material information further includes:
receiving a marketing material proposed design from the retail establishment;
transmitting the marketing material proposed design to a graphics designer; and
receiving from the graphics designer a marketing material completed design generated from the marketing material proposed design.
9. (Original) The method of claim 8 further including:
generating a low-resolution marketing material completed design from the marketing material completed design; and
transmitting the low-resolution marketing material completed design to the retail establishment for approval purposes.
10. (Original) The method of claim 1 wherein the marketing material completed design is used to produce a plurality of types of marketing materials.

11. (Cancelled).

12. (Cancelled).

13. (Original) The method of claim 1, wherein submitting the marketing material completed design to the corporate sponsor for approval further includes:
generation of a low-resolution marketing material completed design; and
transmission of the low-resolution marketing material completed design to the corporate sponsor via email for approval.

14. (Original) The method of claim 1, wherein transmitting the marketing material completed design to the corporate sponsor for approval further includes:
determining from the marketing material information approval requirements for the marketing material completed design;
generating a low-resolution marketing material completed design from the marketing material completed design; and
transmitting the low-resolution marketing material completed design via email to the corporate sponsor.

15. (Original) The method of claim 1, wherein transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval further includes:
analyzing historical demand, in-progress orders pending approval, and forecast demand to determine press-run needs; and
reserving press time with the printer to meet the press-run needs.

16. (Original) The method of claim 15, wherein reserving press time with the printer to meet the press-run needs further includes transmitting a reservation to a printer via a communication medium selected from the group consisting of e-mail, telephone, and facsimile transmission.

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17. (Original) The method of claim 1, wherein transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval further includes:

accumulating a plurality of marketing material completed designs;
generating a combined press run from the plurality of marketing material completed designs; and
transmitting the combined press run to a printer for production of the marketing materials.

18. (Currently Amended) A data processing system adapted to produce marketing materials for a retail establishment via a computer network, comprising:

a processor; and
a memory operably coupled to the processor and having program instructions stored therein, the processor being operable to execute the program instructions, the program instructions including:
receiving marketing material information from a corporate sponsor;
receiving marketing material information from a franchisor;
generating a marketing material completed design using the franchisor and corporate sponsor marketing material information;
transmitting the marketing material completed design to the franchisor and to the corporate sponsor for approval; and
transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving franchisor and corporate sponsor approval[.];
wherein the program instructions for generating the marketing material completed design using the corporate sponsor marketing material information further include:
presenting to the retail establishment the marketing material information; and
receiving from the retail establishment selected marketing material information, the selected marketing material information to be used to generate the marketing material completed design.

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19. (Original) The data processing system of claim 18, wherein the corporate sponsor marketing material further includes:

- pre-approved promotional calendars;
- special product offers;
- design templates;
- product images;
- graphic elements; and
- logos.

20. (Cancelled).

21. (Currently Amended) The data processing system of claim ~~[[20]]~~ 18, wherein the program instructions for receiving from the retail establishment, selected marketing material information further include transmitting a marketing material design template to the retail establishment, the marketing material design template to assist the retail establishment in selecting marketing material information.

22. (Original) The data processing system of claim 21, wherein the marketing material design template further includes positional information for specifying the location of graphic images and text within the marketing material completed design.

23. (Original) The data processing system of claim 21, wherein the marketing material design template further includes a coupon design template.

24. (Original) The data processing system of claim 23, wherein the coupon design template includes positional information for specifying the location of graphic images and text within a coupon.

25. (Cancelled).

26. (Cancelled).

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27. (Original) The data processing system of claim 18 wherein the marketing material completed design is used to produce a plurality of types of marketing materials.

28. (Original) The data processing system of claim 18, wherein the program instructions further include:
receiving marketing material information from a franchisor; and
generating the marketing material completed design using the franchisor and corporate sponsor marketing material information.

29. (Original) The data processing system of claim 28, wherein the program instructions further include submitting the marketing material completed design to the franchisor for approval.

30. (Original) The data processing system of claim 18, wherein the program instructions for submitting the marketing material completed design to the corporate sponsor for approval further include:
generation of a low-resolution marketing material completed design; and
transmission of the low-resolution marketing material completed design to the corporate sponsor via email for approval.

31. (Original) The data processing system of claim 18, wherein the program instructions for transmitting the marketing material completed design to the corporate sponsor for approval further include:
determining from the marketing material information approval requirements for the marketing material completed design;
generating a low-resolution marketing material completed design from the marketing material completed design; and
transmitting the low-resolution marketing material completed design via email to the corporate sponsor.

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32. (Original) The data processing system of claim 18, wherein the program instructions for transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval further include:

analyzing historical demand, in-progress orders pending approval, and forecast demand to determine press-run needs; and

reserving press time with the printer to meet the press-run needs.

33. (Original) The data processing system of claim 32, wherein the program instructions for reserving press time with the printer to meet the press-run needs further include transmitting a reservation to a printer via a communication medium selected from the group consisting of e-mail, telephone, and facsimile transmission.

34. (Original) The data processing system of claim 18, wherein the program instructions for transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval further include:

accumulating a plurality of marketing material completed designs;

generating a combined press run from the plurality of marketing material completed designs; and

transmitting the combined press run to a printer for production of the marketing materials.

35. (Currently Amended) A computer readable media embodying computer program instructions for execution by a computer, the computer program instructions adapting a computer to produce marketing materials for a retail establishment via a computer network, the computer program instructions comprising:

receiving marketing material information from a corporate sponsor;

receiving marketing material information from a franchisor;

generating a marketing material completed design using the franchisor and the corporate sponsor marketing material information;

transmitting the marketing material completed design to the franchisor and to the corporate sponsor for approval; and

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transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving franchisor and corporate sponsor approval[[]];

wherein the computer program instructions for generating a marketing material completed design using the corporate sponsor marketing material information further include: presenting to the retail establishment the marketing material information; and receiving from the retail establishment selected marketing material information, the selected marketing material information to be used to generate the marketing material completed design.

36. (Original) The computer readable media of claim 35, wherein the corporate sponsor marketing material further includes:

- pre-approved promotional calendars;
- special product offers;
- design templates;
- product images;
- graphic elements; and
- logos.

37. (Cancelled).

38. (Original) The computer readable media of claim 37, wherein the computer program instructions for receiving from the retail establishment selected marketing material information further include transmitting a marketing material design template to the retail establishment, the marketing material design template to assist the retail establishment in selecting marketing material information.

39. (Original) The computer readable media of claim 38, wherein the marketing material design template further includes positional information for specifying the location of graphic images and text within the marketing material completed design.

40. (Original) The computer readable media of claim 38, wherein the marketing material design template further includes a coupon design template.

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41. (Original) The computer readable media of claim 40, wherein the coupon design template includes positional information for specifying the location of graphic images and text within a coupon.

42. (Original) The computer readable media of claim 35, wherein the computer program instructions for generating a marketing material completed design using the corporate sponsor marketing material information further include:

receiving a marketing material proposed design from the retail establishment;
transmitting the marketing material proposed design to a graphics designer; and
receiving from the graphics designer a marketing material completed design generated from the marketing material proposed design.

43. (Original) The computer readable media of claim 42, wherein the computer program instructions further comprise:

generating a low-resolution marketing material completed design from the marketing material completed design; and

transmitting the low-resolution marketing material completed design to the retail establishment for approval purposes.

44. (Original) The computer readable media of claim 35, wherein the marketing material completed design is used to produce a plurality of types of marketing materials.

45. (Cancelled).

46. (Cancelled).

47. (Original) The computer readable media of claim 35, wherein the computer program instructions for submitting the marketing material completed design to the corporate sponsor for approval further include:

generation of a low-resolution marketing material completed design; and
transmission of the low-resolution marketing material completed design to the corporate sponsor via email for approval.

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48. (Original) The computer readable media of claim 35, wherein the computer program instructions for transmitting the marketing material completed design to the corporate sponsor for approval further include:

determining from the marketing material information approval requirements for the marketing material completed design;

generating a low-resolution marketing material completed design from the marketing material completed design; and

transmitting the low-resolution marketing material completed design via email to the corporate sponsor.

49. (Original) The computer readable media of claim 35, wherein the computer program instructions for transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval further include:

analyzing historical demand, in-progress orders pending approval, and forecast demand to determine press-run needs; and

reserving press time with the printer to meet the press-run needs.

50. (Original) The computer readable media of claim 49, wherein the computer program instructions for reserving press time with the printer to meet the press-run needs further include transmitting a reservation to a printer via a communication medium selected from the group consisting of e-mail, telephone, and facsimile transmission.

51. (Original) The computer readable media of claim 35, wherein the computer program instructions for transmitting the marketing material completed design to a printer for production of the marketing materials upon receiving corporate sponsor approval further include:

accumulating a plurality of marketing material completed designs;

generating a combined press run from the plurality of marketing material completed designs; and

transmitting the combined press run to a printer for production of the marketing materials.